The best year time to be a creative was...

A photographer in the 1920s, architect in the 1930s, stylist in the 1940s, designer in the 1950s, musician in the 1960, film maker in the 1970s, painter in the 80s, graphic designer in the 90s, web designer in the noughties... Actually, all of that... Today!

The next big thing in advertising is going to be...

Audacity, as always. Audacity! As much in the idea as in the visual approach.

The piece of digital work I wish I had thought of is...

I quite like the quaint surealism of Kevin Weir who creates animated GIFs from archived photos on his blog "Flux Machine". It's somewhere between Max Ernst, John Heartfield and Monty Python! Otherwise, the concept I find absolutely marvellous is the site Kickstarter which allows anyone to sponsor an artistic project.

In a film about my life, I'd like to be played by...

What an idea... I'd intuitively say Joaquin Phoenix or, if he was still here, John Cassavetes. But frankly, it's more because I'd want to work with them. I mean, to film them.

In my industry, I admire...

In general, all those whose courage and whose creativity breaks free from the codes of conventional advertising, and who inject sincerity and emotion into what they do.

In up and coming talent, I look for...

Talent, precisely...

A piece of criticism I've received was...

"You do too many things!" is the ongoing criticism I get from my crew... and my son.

My dream collaboration is...

I sincerely believe in the virtues of artistic encounters. I have always priveleged exchange, whether it be with the land artist Niels Udo, with whom I worked in Namibia for Guerlain, the fantastic choreographer Philippe Combes, or the contemporary artist Marcos Lutyens, who often collaborates with me as production designer. I'd also cite musicians Gustavo Santaolalla, Bruno Coulais and Raphaêl Ibanez de Garayo.

If it's desire we're talking about, I'd love to work one day with Philip Glass, Jan Fabre, Chiharu Shiota, Olafur Eliasson, or Rem Koolhaas.

The last song I listened to was...

If I'm to believe my iPad, the last tracks I listened to whilst replying to this interview are:

Julia Holter - This is Ekstasis/?The Magnetic ?North - Bay Of Skaill/Glenn Branca - Don't let Me Stop You/Asha Puthli - Right down Here/Grimes - Genesis/Durutti Columm - Danny/Archie Shepp - When things go wrong/Chromatics - Kill For Love/Alla - Improvisations/?Tristesse Contemporaine? - I Didn't Know/Adrian Sherwood - Animal Magic

...and at this very moment (Paris, 2.14AM) the very beautiful Closer by my friend Nicolas, singer of the group, Applause.

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